

Atty. Docket No. 440334

IN THE CLAIMS

1. - 11. (Cancelled)

12. (New) A media display system for displaying printed media, comprising:

a body member forming a downwardly facing, semi-circular recess along a width of the body member so as to receive a lateral restraint of a ski-lift chair; and

at least one frame member that mounts over a top surface of the body member, the frame member forming a viewable region;

the frame member and the body member configured for holding the printed media between the frame member and the body member.

13. (New) System of claim 12, comprising screws that screw upwardly, through holes formed by the body member, into the frame member.

14. (New) System of claim 12, the at least one frame member including a central frame member, a left frame member and a right frame member.

15. (New) System of claim 14, the central frame member forming a width that is about one half of the width of the body member.

16. (New) System of claim 14, the left and right frame members each being held in place by two screws and two hooks that couple with the body member.

17. (New) System of claim 14, the left and right frame members each forming a downwardly facing, semi-circular recess to accommodate the lateral restraint.

18. (New) System of claim 12, the frame member comprising downwardly projecting tabs, each tab comprising a latch tab, the body member comprising openings into which the latch tabs snap into place.

19. (New) System of claim 12, the body member and the frame member forming a leading edge and right and left sides, the leading edge being swept rearwardly along a width of the leading edge from a center of the leading edge towards the left and right sides.

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20. (New) System of claim 19, the top surface being convex along a direction from the leading edge to a rear edge formed by the body member and frame member.

21. (New) System of claim 12, the body member and frame member, when integrated together, having a width, a thickness and a length, the thickness being less than one-half of the length.

22. (New) System of claim 21, the thickness being less than one-third of the length.

23. (New) System of claim 21, the width being at least six times the length.

24. (New) System of claim 12, the body member forming molded recesses for securing screws to facilitate attaching the system to the lateral restraint.

25. (New) A media display system for a ski-lift chair, comprising:
a lateral restraint of a ski-lift chair;
a body member forming a downwardly facing, semi-circular recess along a width of the body member, the recess receiving the lateral restraint therein;
at least one frame member that mounts over a top surface of the body member;
and
printed media held between the frame member and the body member.

26. (New) System of claim 25, the printed media being protected by a clear plastic film that is at least several mills in thickness.

27. (New) System of claim 25, the printed media comprising imagery that is reverse printed on a bottom side of a clear plastic film.

28. (New) System of claim 25, the frame member comprising downwardly projecting tabs, the printed media forming corresponding holes for the tabs.

29. (New) System of claim 25, the at least one frame member including a central frame member, a left frame member and a right frame member.

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30. (New) System of claim 25, the body member forming a plurality of molded recesses for securing screws, to facilitate attaching the body member to the lateral restraint.

31. (New) System of claim 30, further comprising (a) at least one loop member having a top flange and a bottom flange that project tangentially from a circle formed by the loop member, the top flange and the bottom flange forming aligned holes such that the loop member encircles the lateral restraint, and (b) a screw passing through the aligned holes into one of the molded recesses.

32. (New) System of claim 30, further comprising a plurality of loop members, each of the loop members having a top flange and a bottom flange that project tangentially from a circle formed by said each loop member, the top flange and the bottom flange forming aligned holes such that said each loop member encircles the lateral restraint, wherein a screw passing through the aligned holes of each loop member attaches to one of the molded recesses.

33. (New) System of claim 30, further comprising:

a plurality of loop members, each of the loop members having a top flange and a bottom flange that project tangentially from a circle formed by said each loop member, the top flange and the bottom flange forming aligned holes such that said each loop member encircles the lateral restraint,

the body member forming at least one pair of twin holes,

a forward hole of each pair corresponding to each molded recess,

a rearward hole of each pair being situated rearward from the semi-circular recess,

wherein a screw for each of the loop members may attach to either of the twin holes.